

## Marketing Consultant | Freelance | October 2023 - Present

- Advise multiple healthcare and growth-stage companies on scaling patient acquisition, marketing operations, and digital strategy, tailoring playbooks to different business models and growth stages.
- Partnered with business leaders to build high-performing teams, implement CRM/automation workflows, and align marketing efforts with operational and financial goals.
- Provided guidance on go-to-market planning, positioning, and channel mix, helping companies diversify acquisition strategies and improve conversion from lead to long-term retention.
- Developed dashboards and performance frameworks to teach teams how to measure CAC, ROI, and funnel efficiency, equipping organizations with the tools to make data-driven decisions.

## Director, Patient Experience & Operations | Mindful Care | January 2023 – October 2023

- Oversaw day-to-day operations for over 12,000 monthly appointments across 80+ providers, six states, and five service lines, driving improvements to patient satisfaction and clinical efficiency.
- Managed a cross-functional team of 40+ across the U.S., Philippines, and Jamaica
- Partnered closely with Marketing, Product, and Tech teams to design workflows that improved patient communications, reduced no-shows, and increased NPS.
- Implemented automation and reporting systems that streamlined lead-to-appointment conversion, freeing staff capacity and improving campaign efficiency.
- Produced forecasting and performance dashboards used by marketing and leadership to align patient demand, provider capacity, and growth goals across six states.
- Supported expansion initiatives by contributing to market launch planning, aligning operational readiness with go-to-market campaigns and patient acquisition efforts.

## Head of Marketing (First Marketing Hire) | Mindful Care | September 2019 – December 2022

- Built the marketing function from the ground up as the company's first marketing hire, leading growth and expansion from one state to six.
- Directed strategy and execution across all channels with a seven figure paid media budget, driving scalable patient acquisition.
- Implemented several impactful SEO strategies to build organic traffic and leads.
- Designed and executed go-to-market launches for new states and service lines, aligning campaigns with operational readiness and accelerating adoption.
- Implemented CRM and marketing automation systems that streamlined lead nurturing, increased conversion rates, and supported rapid scaling.
- Partnered with leadership on fundraising from Seed through Series B, developing investor materials and marketing performance dashboards to showcase growth.
- Redesigned website and print marketing materials to improve brand cohesion and communication.
- Established brand standards, digital presence, and community outreach that increased patient trust and visibility in competitive markets.

## Digital Marketing Manager | Metro Physical & Aquatic Therapy | January 2018 – July 2020

- Led digital strategy for a multi-location healthcare provider, driving a 40% increase in patient volume through integrated paid and organic campaigns.
- Designed and launched a new company website optimized for SEO, UX, and conversion, resulting in measurable lifts in appointment bookings.
- Managed paid search and social advertising (Google Ads, Facebook), achieving a 20% increase in patient appointments while lowering acquisition costs.
- Executed a full brand refresh, redesigning digital and print collateral to modernize identity and improve engagement.
- Built content and lifecycle strategies for email, video, and blogs; scaled YouTube presence to 10M+ views and 100K+ subscribers as a leading brand channel.
- Directed local SEO initiatives and online reputation management, improving search visibility and generating consistent patient demand across markets.

# Additional Experience

**Photographer/Content Creator (Contract)** | LensDirect | July 2020 – September 2020

**Membership Adviser & Graphic Designer** | Healthtrax Fitness | August 2017 – June 2018

**Membership Coordinator** | Lake Nona YMCA | June 2016 – June 2017

**District Sports Director** | Volusia Flagler YMCA | October 2015 – March 2016

**Sports Coordinator** | Lake Nona YMCA | November 2013 – September 2015

## Skills & Tools

### Marketing Automation & CRM

- ActiveCampaign
- HubSpot
- MailChimp
- Salesforce Marketing Cloud
- Klaviyo
- Zapier

### Advertising & Growth Platforms

- Meta Ads (Facebook/Instagram)
- Google Ads
- LinkedIn Ads
- TikTok Ads
- Programmatic Platforms (DV360, The Trade Desk)
- ZocDoc Ads

### Analytics & Optimization

- Google Analytics (GA4)
- Looker Studio (Google Data Studio)
- Tableau / Power BI
- Mixpanel
- Hotjar
- Optimizely / VWO (A/B testing)

### Web & Landing Page Builders

- WordPress
- Squarespace
- Unbounce
- Wix

### SEO & Content

- SEMrush
- Ahrefs
- Moz
- Local Viking

### Creative & Design

- Adobe Creative Suite
- Premiere Pro
- Illustrator
- Photoshop
- InDesign
- Lightroom
- Canva
- Figma

### AI Tools

- ChatGPT
- Google Gemini
- Perplexity AI

### Collaboration & Project Management

- Asana
- Jira
- Slack
- Teams
- HelpScout